



**SMALL STEPS FOR BIG VISION:
AN EYE HEALTH INFORMATION TOOL KIT FOR PARENTS AND CAREGIVERS**

Presenter Guide

The National Center for Children's Vision and Eye Health at Prevent Blindness partnered with the National Head Start Association to create an online resource – *Small Steps for Big Vision: An Eye Health Information Tool Kit for Parents and Caregivers*.

The purpose of this online tool kit is to provide parents, caregivers, and guardians with the information, suggested actions, and assistance they need to be empowered partners in their children's vision and eye health, and to care for their own vision and eye health.

Parents and caregivers have indicated they would like to better understand the role that vision plays in their child's development and ability to learn. This knowledge helps parents and caregivers know how to respond when their child receives a referral for an eye examination after a vision screening, the importance of taking their child to an eye doctor, and the importance of following the eye doctor's treatment suggestions, including follow-up visits.

The information in this tool kit is designed to help reduce the gap between vision screening referrals for eye examinations and scheduling and attend eye examinations.

It is our hope that Early Head Start, Head Start, child care, early care and education programs, and parent education and advocacy organizations will use this tool kit to impact the vision of children and their families across the United States for years to come.

The following instructions provide 12 key action steps to help you arrange, prepare for, and provide the Small Steps for Big Vision Parent/Caregiver Vision Social/Meeting for parents, caregivers, and guardians in your program. The action steps include "TRY THIS" tips from experts to enhance the Parent/Caregiver Vision Social Meeting.

If you have questions about the materials or actions in this Presenter Guide, contact Small Steps for Big Vision at info@preventblindness.org



"Small Steps for Big Vision" is an initiative of the National Center for Children's Vision and Eye Health at Prevent Blindness (www.nationalcenter.preventblindness.org). For more information, contact info@preventblindness.org

TRY THIS: If you are well-prepared for the social/meeting and have fun delivering the PowerPoint presentation, parents/caregivers/guardians will have fun. If parents/caregivers/guardians have fun, they will learn the information you provide.

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Step 1: Set the date, location, and time for your parent/caregiver vision social/meeting

- Use the Invitation Template to create an invitation that works best for your program (2 invitation examples are in the tool kit invitations section).
- Plan on the presentation with the experiential activity taking around 30 minutes, or more time if parents/caregivers have many questions.
 - Allow an hour for the full Parent/Caregiver Vision Social/Meeting.
 - Depending on your audience, you may find future meetings require less or more time.
- Provide the vision social/meeting at a time that will be convenient to parents and caregivers, which may be close to child pick-up time, or evenings or weekends.
 - Provide childcare if the meeting is held during the evening or weekend.
- Hold the parent/caregiver vision social/meeting in conjunction with another event parents and caregivers would likely attend (e.g., social/family events, orientation meetings, advisory committee meetings).
- Choose a location where you will have the best turnout.
- Consider parents'/caregivers' comfort in centers and schools.

Step 2: Strategize how to encourage parents/caregivers to attend

- “Advertise” the parent/caregiver meeting in a newsletter or social media posts to parents/caregivers and through personal invitations from staff.
- Offer incentives to increase attendance, such as:
 - Providing food or snacks;
 - Suggesting a “snack share” where parents/caregivers bring inexpensive, individually wrapped, store-bought snacks to share with the full group;
 - Raffle gifts for moms, dads, and children (e.g., beach balls, BBQ set, etc., depending on the time of year you give this presentation);
 - Giving away 2 or more door prizes and announcing the door prizes after the PowerPoint presentation;
 - **TRY THIS:** Number each social/meeting evaluation, ask parents and caregivers to remember the number on their evaluation, and draw from the evaluations for the door prizes.
 - Providing child care;
 - Working with a business partner to provide free books for the children; and

- Reimbursing the cost of a taxi or other ground transportation to attend and to return home after the vision social/meeting.
- Describe the incentives in the “advertisement” about the parent/caregiver meeting.
 - **TRY THIS:** Provide reminders and in-person communication with parents/caregivers.
- Have a registration sheet available for parents/caregivers to sign before the meeting so you know how many parents/caregivers plan to attend.
- **TRY THIS:** Bring in outside people, such as someone who can provide vision screenings (e.g., your local Prevent Blindness affiliate [available in [Georgia](#), [Iowa](#), [Massachusetts](#), [North Carolina](#), [Ohio](#), [Texas](#), and [Wisconsin](#)], or Lions Clubs).
- Ask a local eye doctor (optometrist, pediatric optometrist, ophthalmologist, or pediatric ophthalmologist) to join the Parent/Caregiver Vision Social/Meeting to answer parent/caregiver questions about helping them care for their own and their children’s eyes.
 - **TRY THIS:** The eye doctor could talk about common early childhood vision conditions and answer questions about treatment and what happens during an eye exam.
 - **TRY THIS:** When you reach PowerPoint Slide 11 (What Common Vision Problems Might My Child Have?), the eye doctor could present Slides 11, 12, 13, and 14. You begin again with Slide 15.
- ❖ **We would love to hear your creative ideas on how you engage eye doctors in your Parent/Caregiver Vision Social/Meeting. Please email those ideas to: info@preventblindness.org**

Step 3: Issue invitations

- Distribute invitations about 2 weeks before the meeting, and again 1 week before the meeting as a reminder.
 - Determine if you want to call the event a “Vision Social” or a “Vision Meeting” and use the title on your invitations.
 - Provide invitations to parents/caregivers in their preferred language.
 - Give invitations directly to parents/caregivers.
 - The center or program director, or teachers, could give the invitation to parents/caregivers. You determine who should give out invitations.
 - Provide invitations through your newsletter or social media platforms.

- Post invitations on a bulletin board, near areas where parents/caregivers sign in their children, etc.
- **TRY THIS:** List the incentives you will provide at the social/meeting on the invitation.

Step 4: Decide who will deliver the PowerPoint presentation and lead the meeting

- The PowerPoint presentation is scripted with talking points in the notes section of the slides. The person delivering the presentation does not need to be an expert on vision. This person should be someone who enjoys speaking to groups, is interested in vision and eye health and learning, and loves to talk to people. Examples:
 - Center Director?
 - Teacher?
 - Health manager?
 - Family advocate?
 - Others in program who typically provide presentations?
 - Local eye care doctors, eye doctor technicians, or nursing students?

Step 5: Prepare for delivering the PowerPoint presentation (more info on the PowerPoint slides in Step 8)

- Review the parent/caregiver resource materials on the Small Steps for Big Vision webpage: (<https://nationalcenter.preventblindness.org/small-steps-big-vision>).
 - You can tell parents/caregivers where they can find more information in the resources section about specific questions asked during the social/meeting.
- Be prepared for questions you are likely to receive about the cost of eye exams and prescription eyeglasses.
 - Check with your state Medicaid office to determine the maximum number of prescription eyeglasses a child can have per year (states may have multiple Medicaid providers and the answer may depend on which Medicaid plan a family is on).
 - Ask the Medicaid office what happens if a child breaks their glasses.
 - Check with your state Medicaid office to determine if prescription glasses are provided to adults (states may have multiple Medicaid providers and the answer may depend on which Medicaid plan a family is on).
 - If yes, how often and how many sets?
 - Determine who in your community will provide free or reduced-cost prescription glasses.
 - If a Lions Club is available in your community, ask about services provided to assist with paying for eye exams and/or glasses for both children *and* parents/caregivers.

- Determine if a translator will be necessary to ensure all parents/caregivers receive the information in their preferred language.
 - If yes, arrange for the translator(s) to attend the meeting.
- Print and review the information on the PowerPoint slides and **the notes** at the bottom of the slides before the Vision Social/Meeting.
 - The PowerPoint folder in the Meeting or Social Materials folder includes a PDF of slides and notes for printing.
 - **Refer to Step 8 for more detailed information on presenting the slides.**
- Use program staff stories to engage parents/ caregivers.
 - Does a staff member have a vision success story (about their own child, themselves, a relative, a former student, etc.) they would be willing to share with the parents/caregivers during the Vision Social/Meeting? If yes, ask them to attend and tell their story.
 - Success stories could be about the impact of corrected vision on learning or classroom behaviors.
 - Stories could be about a fear of going to the eye doctor and then seeing it was easy and did not hurt.
- Decide which slides you will use with your audience.
 - Three versions of the slides are included in the PowerPoint section of the online Small Steps for Big Vision Tool Kit: English, Spanish, and one that shows a slide in English, followed by the same slide in Spanish.

Step 6: Plan the logistics for the Vision Social/Meeting, including Experiential Activities


- **Gather the materials needed for your Parent/Caregiver Vision Social/Meeting:**
 - Laptop or computer.
 - LCD projector.
 - Screen (or white, uncluttered wall) for showing the PowerPoint presentation.
 - If you do not have the technology to show the PowerPoint, provide copies of the slides (without notes) to each parent and walk them through the slides.
 - You can also give a handout of the slides to parents/caregivers to take home.
 - Sign-In Document (make additional copies as necessary).
 - Purchase or obtain prizes/incentives/raffle tickets.

- Prepare the experiential activity or activities for PowerPoint Slide 24 (**four activity choices are available in the Experiential Activities folder in the Meeting or Social Meeting Materials folder**).
 - **The experiential activity is an important part of the meeting. It gives attendees an opportunity to experience doing real-life activities with blurred vision.**
 - Preparing for an experiential activity will take time, such as folding individual pieces of plastic wrap for Activity # 1. You will want to allow sufficient time before the meeting to prepare.
- Copy handouts from the Handouts file of the Meeting or Social Materials folder in the Small Steps for Big Vision online tool kit to distribute at the Vision Social/Meeting.
 - The Handouts folder of the online tool kit includes 5 handouts in English and Spanish.
 - If you do not want to print all handouts, these 3 are the most important:
 - Social/Meeting Evaluation
 - 10 Take-Home Messages From the Parent/Caregiver Vision Social/Meeting
 - Find Eye Care for Yourself or Your Child
 - Print a few extra copies of the slides and handouts for reviewing with parents/caregivers who arrive late.

Step 7: Set up for the meeting

- Purchase, prepare, and set out food/snacks, or set up an area for the snack share.
- Prepare the child care area.
- Prepare the area where you will place prizes/incentives/raffle tickets and have ready to distribute.
- Lay out the materials for experiential activities.
- Test the projector, laptop or computer, and screen before parents/caregivers arrive to prevent technology glitches.
 - Have the laptop or computer on and slides ready to go before the meeting.
 - You can either show the first slide as parents/caregivers come into the meeting room or hide the first slide until you are ready to begin the PowerPoint presentation.
- Determine the best time to distribute the handouts (e.g., placed on tables before parents/caregivers arrive, or give to each parent/caregiver as they arrive).
- Ensure pens are available for parents/givers who want to take notes on their handouts during the presentation, and to fill out the Vision Social/Meeting Evaluation at the end of the PowerPoint presentation.

Step 8: Review and practice the PowerPoint slides

- **Review and practice the scripted talking points in the notes sections of the PowerPoint slides for the presentation BEFORE giving the presentation.**
 - Reviewing the information on the slides and the scripted talking points in the notes section at the bottom of the slides will help you feel comfortable presenting.
 - If possible, do not read the talking points in the notes section verbatim; you will lose the attention of your audience.
 - Some slides will require reading the text on the slides.
 - The notes section will specify when to read text from the slides.
 - Slides are scripted with instructions (Note to Presenter) and talking points in the notes section beneath the slide section.
 - Slides are animated, meaning you will need to use the “down arrow” on your keyboard to show the next sentence or picture if you do not have a PowerPoint remote control device (clicker).
 - **TRY THIS:** Listen to the audio files of Dr. Kay saying the names of many common vision disorders, such as “hyperopia”, “strabismus”, “amblyopia”, and “anisometropia”. Some are difficult to say.
 - The audio files have this graphic near the word: 
 - Click on the graphic to hear the pronunciation.
 - The PowerPoint includes 2 videos; you will need Internet to show the videos.
 - Check the videos to make sure they work.
 - If you do not have speakers attached to your computer or laptop, make sure the volume is as high as it will go when you show the videos during the presentation.
 - Slide 29 is your slide to change to add information about how your program assists children and parents/caregivers/guardians with vision and eye health; examples are included on that slide.

Step 9: Plan for potential challenges

- If you do not have access to a projector to show the PowerPoint presentation, or your technology fails:
 - Print and attach to cardboard or poster paper the blurred and clear giraffe pictures from Slides 1 and 2.
 - Print and attach to cardboard or poster paper the picture of driving a vehicle with clear and blurred vision from Slide 23.
 - Print copies of slides, without notes, to give to parents/caregivers.

- If you have an audience that speaks multiple languages, either use a translator, show the slides in English and then Spanish, or speak in one language and distribute copies of the slides in the other language.
- Prepare for parents/caregivers who come late to the meeting.
 - Bring a few handouts of slides, without notes, to review after the meeting.
 - You can meet later with parents/caregivers who missed the meeting and want the information.
 - The Parent/Caregiver Resources section of the Small Steps for Big Vision online tool kit includes a copy of the presentation and handouts.
 - Check the Small Steps for Big Vision tool kit at (<https://nationalcenter.preventblindness.org/small-steps-big-vision>) for:
 - A PowerPoint presentation with voice-over that parents/caregivers/guardians can view in the home.
 - A PowerPoint presentation handout with slides and talking points that parents/caregivers/guardians can view at home if they do not have Internet.

Step 10: Deliver the PowerPoint presentation

- Show the PowerPoint slides.
 - Slides 24 and 25: Lead the experiential activities when you show Slides 24 and 25.
 - Slide 30: Give parents/caregivers/guardians time to take a picture of Slide 30 or bookmark Slide 31 in their slide handout, which provides the link to the Parent/Caregiver Resources section of the online tool kit.
 - You can also tell parents/caregivers/guardians that the link to Small Steps for Big Vision is near the bottom of the 2nd page of the 10 Take-Home Messages handout.
 - Slide 33: Open the social/meeting for questions when you show Slide 33.
 - If you don't know the answers and did not see information in the parent/caregiver resources section of the online tool kit, say you will find the answer and get back with them or you will send questions to the Small Steps for Big Vision program and get back to them.
 - Request answers to questions by emailing: info@preventblindness.org.

Step 11: Distribute the Parent/Caregiver Vision Social/Meeting Evaluation document

- This information will help you determine if you need to change the format of future socials/meetings.
 - Remember, you can number the evaluations, remind parents/caregivers to remember the numbers on their evaluations, and pull numbered evaluations for door prizes.
- **Please scan and email the anonymous evaluations to Small Steps for Big Vision at: info@preventblindness.org. This information will help Small Steps for Big Vision determine whether content or format changes are required.**

Step 12: Determine a way to share the PowerPoint presentation with parents/caregivers who do not attend the meeting

- Use methods you currently use to share information during home-based visits.
- Take copies of the PowerPoint slides and handouts to home visits.
- If parents/caregivers/guardians do not have Internet, leave a copy of the PowerPoint slides and handouts in the home.
 - A copy of the PowerPoint handout and other handouts are available in the PowerPoint Presentation for Parents/Guardians block on the Small Steps for Big Vision webpage.
 - Talk about the importance of reviewing the materials for their child or children's vision, and for caring for their own vision.
- If parents/caregivers/guardians have Internet, show them where they can see the PowerPoint Presentation in the PowerPoint Presentation for Parents/Caregivers/Guardians Block on the Small Steps for Big Vision webpage, as well as other resources on the Small Steps for Big Vision website (<https://nationalcenter.preventblindness.org/small-steps-big-vision>).
- Place copies of PowerPoint slides and handouts in an area parents, caregivers, and guardians will pass as they leave your center.

Thank you!

***If you have questions, contact Small Steps for Big Vision
at 304-906-2204 or info@preventblindness.org***

